# Don't Be That Guy: help promote ocean wildlife viewing etiquette!



Project Title	Don't Be That Guy: help promote ocean wildlife viewing etiquette!
Project Summary	Help support Monterey Bay National Marine Sanctuary and ocean conservation by promoting responsible wildlife viewing behavior through our graphic design messaging campaign called "Don't Be That Guy."
Country	United States

### **Project Description**

Are you a talented and artistic individual that can create a series of graphic design images, materials, and infographics to help deliver and promote responsible wildlife viewing practice? As wildlife disturbances from human activities is a growing issue in Monterey Bay National Marine Sanctuary, the need to creatively communicate sustainable and responsible behavior for enjoying and respecting wildlife is needed for increased protection. Using our graphic standards, you'll collaborate with our team to create images that align with our "Ocean Etiquette" and "Don't Be That Guy" messaging: https://sanctuaries.noaa.gov/protect/oceanetiquette.html.

You'll design a series of clear engaging graphic images for print and digital needs that demonstrate desirable human behavior around wildlife, including coastal birds and marine mammals. This could include graphics for brochures, posters, website, social media, and other marketing materials as needed. With your help, we're looking for innovative ways to engage our audiences with important conservation messages.

Designated in 1992, Monterey Bay National Marine Sanctuary is a federally protected marine area offshore of California's central coast. Stretching from Marin to Cambria, the sanctuary encompasses a shoreline length of 276 miles and 6,094 square statute miles of ocean. It is one of our nation's largest national marine sanctuaries, and is larger than Yellowstone National Park. https://montereybay.noaa.gov/

#### **Required Skills or Interests**

Skill(s)	
Design th	inking
Editing an	nd proofreading
Graphic d	lesign

Infographic	design

#### **Additional Information**

All candidates must be proficient in and have access to Adobe InDesign, Illustrator, and Photoshop design applications and be a creative self-starter who is comfortable with both taking initiative and working in collaboration, and have the ability to work independently, prioritize, and meet deadlines. You will gain professional resume-building experience with NOAA and knowledge about Monterey Bay National Marine Sanctuary, public outreach, and training in science communication.

## **Language Requirements**

None